

Overseas Travelers to Utah 2004 Report

The information below was gathered from a report produced by CIC Research, Inc.

Data Sponsor / Administrator: U.S. Department of Commerce, International Trade Administration

According to the report, 305,000 overseas visitors came to Utah in 2004. Note that this data does not include Canada and Mexico.

ORIGIN MARKETS	
<u>Countries</u>	
Germany	17%
UK	15%
France	14%
Japan	8%
Netherlands	8%
South Korea	5%
Italy	4%
Australia	3%
Belgium	3%
Switzerland	2%

ADVANCE TRIP DECISION	
Same Day	0%
1-3 Days	2%
4-7 Days	2%
8-14 Days	5%
15-30 Days	19%
31-60 Days	19%
61-90 Days	14%
91-120 Days	9%
121-180 Days	14%
181 or More Days	16%
Ave. No. of Days	106
Median No. of Days	90

ADVANCE AIRLINE RESERVATION	
Same Day	0%
1-3 Days	3%
4-7 Days	6%
8-14 Days	7%
15-30 Days	27%
31-60 Days	20%
61-90 Days	12%
91-120 Days	7%
121-180 Days	12%
181 or More Days	7%
Ave. No. of Days	71
Median No. of Days	50

MEANS OF BOOKING AIR TRIP	
Airline Directly	13%
Company Travel Dept.	7%
Personal Computer	10%
Travel Agent	62%
Travel Club	1%
Tour Operator	5%
Don't Know	1%
Other	2%

INFORMATION SOURCES	
(multiple responses)	
Airline Directly	18%
Corporate Travel Dept.	6%
Personal Computer	35%
Friends/Relatives	21%
In-Flight Info. Systems	2%
Nat'l Govt. Tourist Office	4%
Newspapers/Magazines	3%
State/City Travel Ofc.	11%
Tour Company	8%
Travel Agency	53%
Travel Guides	18%
TV/Radio	2%

USE OF PACKAGE	
Yes, with any package component	20%
(multiple responses - includes all package combinations)	
Air/Lodging	12%
Air/Lodging/Bus	3%
Air/Lodging/Bus/Tour	3%
Air/Lodging/Rent Car	6%
Air/Lodging/Tour	6%
Air/Rent Car	8%
Guided Tour	9%
(includes both escort & commercial tours)	
Cruise	1%
No	80%

USE OF PREPAID LODGING	
(As part of a package)	
Yes	76%
No	24%
Ave. No. of Nights	12
Median No. of Nights	12

ADVANCE PACKAGE BOOKING	
Same Day	1%
1-3 Days	0%
4-7 Days	1%
8-14 Days	1%
15-30 Days	20%
31-60 Days	18%
61-90 Days	12%
91-120 Days	17%
121-180 Days	19%
181 or More Days	11%
Ave. No. of Days	102
Median No. of Days	90

PRE-BOOKED LODGING (multiple responses)	
Yes, booked by:	65%
Airline Staff	1%
Business Associate	3%
Company Travel Dept.	5%
Friend or Relative	6%
Hotel/Motel Directly	12%
Tour Operator	5%
Travel Agent	28%
Other	13%
No	35%

TRAVEL COMPANIONS	
(Multiple Responses)	
Business Associates	6%
Family/Relatives	23%
Friends	21%
Spouse	36%
Tour Group	3%
Traveling Alone	27%

TRAVEL PARTY SIZE	
Adults Only	93.3
Adults and Children	7%
Ave. Total Party Size	2%
Median Total Party Size	1%

ADULTS ONLY PARTY SIZE	
One	60%
Two	36%
Three	2%
Four or More	3%
Ave. Adult Party Size	1.5
Median Adult Party Size	1

ADULTS & CHILDREN	
Ave. Party Size	4
Median Party Size	4

MAIN PURPOSE OF TRIP	
Business/Professional	14%
Convention/Conference	11%
Leisure/Recreation/Holiday	59%
Religion/Pilgrimages	0%
Study/Teaching	1%
Visit friends/Relatives	14%
Other	1%

PURPOSE OF TRIP	
(Includes both main and secondary trip purposes)	
Business/Professional	17%
Convention/Conference	14%
Health Treatment	3%
Leisure/Recreation/Holiday	75%
Religion/Pilgrimages	1%
Study/Teaching	4%
Visit friends/Relatives	34%
Other	1%

NET PURPOSES OF TRIP	
Business & Convention	27%
Leisure & VFR	83%

TYPE OF ACCOMMODATION	
(multiple respondents)	
Hotel / Motel	74%
Ave. Nights in Destination	3
Private Home	20%
Ave. Nights in Destination	12
Other	10%
Ave. Nights in Destination	5

OVERALL NIGHTS IN DESTINATION	
(multiple responses)	
Ave. Nights in Destination	5
Median Nights in Destination	3

NIGHTS IN THE U.S.	
1-3 Nights	1%
4-7 Nights	14%
8-10 Nights	12%
11-14 Nights	18%
15-21 Nights	31%
22-28 Nights	12%
29-35 Nights	5%
36 or more Nights	8%
Ave. No. of Nights	21
Median No. of Nights	16

FIRST INT'L U.S. TRIP	
Yes	30%
No	70%

U.S. TRIPS LAST 12 MONTHS	
1 Trip	73%
2-3 Trips	19%
4-5 Trips	6%
6-10 Trips	2%
11 or more Trips	0%
Ave. No. of Trips	2
Median No. of Trips	1

U.S. TRIPS LAST 5 YEARS	
1 Trip	36%
2-3 Trips	24%
4-5 Trips	17%
6-10 Trips	12%
11-15 Trips	4%
16 or more Trips	8%
Ave. No. of Trips	5
Median No. of Trips	3

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NUMBER OF STATES VISITED (Maximum number is seven)	
1 State	13%
2 States	12%
3 States	22%
4 States	32%
5 or more States	21%
Ave. No. of States	4
Median No. of States	4

NUMBER OF DESTINATIONS LISTED (Maximum number is seven)	
1 Destination	12%
2 Destinations	9%
3 Destinations	9%
4 Destinations	10%
5 Destinations	8%
6 Destinations	15%
7 Destinations	37%
Ave. No. of Destinations	5
Median No. of Destinations	6

TRANSPORTATION IN THE U.S. (multiple responses)	
Airlines in U.S.	44%
Bus between Cities	6%
City Subway/Tram/Bus	23%
Company or Private Auto	24%
Railroad between Cities	5%
Motor Home / Camper	3%
Rented Auto	56%
Taxi / Cab / Limousine	25%

PORT OF ENTRY	
Atlanta, GA	5%
Boston, MA	1%
Chicago, IL	10%
Cincinnati, OH	2%
Dallas / Ft. Worth, TX	1%
Detroit, MI	1%
Honolulu, HI	0%
Houston, TX	1%
Los Angeles, CA	26%
Miami, FL	4%
Minn. / St. Paul, MN	1%
New York, NY	7%
Newark, NJ	5%
Orlando, FL	0%
Philadelphia, PA	2%
Portland, OR	0%
San Francisco, CA	13%
Seattle, WA	1%
Other Port	17%

MAIN DESTINATION	
International Destinations	1%
Oceania (Australia, New Zealand)	1%
U.S. Destinations	99%
New England	1%
Middle Atlantic	3%
East North Central	7%
West North Central	0%
South Atlantic	1%
East South Central	0
West South Central	0
Mountain	58%
Arizona	5%
Colorado	5%
Idaho	0%
Montana	0%
Nevada	8%
New Mexico	1%
Utah	39%
Wyoming	1%
Pacific	28%
California	26%
Oregon	0%
Washington	1%
Pacific Islands	1%
Hawaiian Islands	1%

LEISURE ACTIVITIES (multiple responses)	
Shopping	84%
Dining in Restaurants	81%
Visit National Parks	69%
Sightseeing in Cities	60%
Visit Historical Places	53%
Visit Small Towns	53%
Touring Countryside	49%
Casinos/Gambling	44%
Cultural Heritage Sites	36%
Amusement / Theme Parks	35%
Visit Am. Indian Comm.	25%
Camping/Hiking	24%
Guided Tours	24%
Water Sports / Sunbathing	21%
Art gallery/Museum	21%
Concert/Play/Musical	13%
Ethnic Heritage Sites	13%
Environ./Eco. Excursions	9%
Nightclubs/Dancing	8%
Attend sports event	8%
Snow Skiing	6%
Golfing/Tennis	5%
Hunting/Fishing	3%
Cruises	3%
Ranch Vacations	2%

U.S. DESTINATIONS VISITED (multiple responses)	
New England	2%
Middle Atlantic	14%
New Jersey	1%
New York	11%
Pennsylvania	2%
East North Central	13%
Illinois	8%
Michigan	2%
Ohio	2%
Wisconsin	1%
West North Central	5%
Iowa	3%
Minnesota	1%
Missouri	1%
South Dakota	1%
South Atlantic	8%
DC Metro Area	2%
Florida	4%
Georgia	1%
Virginia	1%
East South Central	2%
Tennessee	1%
West South Central	4%
Louisiana	1%
Texas	4%
Mountain	100%
Arizona	46%
Glen Canyon (NP)	6%
Grand Canyon (NP)	32%
Phoenix	6%
Tucson	2%
Colorado	15%
Denver	9%
Idaho	1%
Montana	3%
Glacier (NP)	1%
Nevada	54%
Las Vegas	52%
Reno	1%
New Mexico	4%
Albuquerque	1%
Santa Fe	2%
Utah	100%
Bryce Canyon (NP)	25%
Monument Valley (NP)	9%
Salt Lake City	39%
Zion (NP)	12%
Wyoming	8%
Yellowstone (NP)	5%
Pacific	60%
California	58%
L.A.	35%
San Diego	8%
San Francisco	31%
Death Valley (NP)	5%
Anaheim	2%
Sequoia (NP)	2%
Yosemite (NP)	12%
Oregon	2%
Portland	1%
Washington	4%
Seattle	3%
Pacific Islands	3%
Hawaiian Islands	3%

Overseas Travelers to Utah 2004 Report

AGE (Male Adults) 68%	
Average (years)	44
Median Male Age	44
18-24 Years	2%
25-29 Years	8%
30-34 Years	11%
35-39 Years	7%
40-44 Years	7%
45-49 Years	8%
50-54 Years	8%
55-64 Years	12%
65+ Years	4%

AGE (Female Adults) 32%	
Average (years)	39
Median Female Age	35
18-24 Years	7%
25-29 Years	4%
30-34 Years	5%
35-39 Years	1%
40-44 Years	4%
45-49 Years	3%
50-54 Years	4%
55-64 Years	3%
65+ Years	2%

AVE. TOTAL TRIP EXPENDITURES	
Per Travel Party / Trip	\$5,680
Per Visitor / Trip	\$3,384

AVE. PACKAGE PRICE	
Per Travel Party / Trip	\$4,465
Per Visitor / Trip	\$2,029

AVE. INTERNATIONAL AIRFARE	
Per Travel Party / Trip	\$2,268
Per Visitor / Trip	\$1,396

AVE. EXPENDITURE U.S. AIRPORT	
Per Travel Party / Trip	\$33
Per Visitor / Trip	\$20

AVE. EXPENDITURE IN U.S. (includes U.S. airport expenditures)	
Per Travel Party / Trip	\$3,165
Per Visitor / Trip	\$1,886
Per Visitor / Day	\$91

TRANSPORTATION IN U.S.	
Per Travel Party / Trip	\$632
Per Visitor / Trip	\$376

LODGING IN U.S.	
Per Travel Party / Trip	\$914
Per Visitor / Trip	\$545

FOOD / BEVERAGES IN U.S.	
Per Travel Party / Trip	\$686
Per Visitor / Trip	\$408

GIFTS / SOUVENIRS IN U.S.	
Per Travel Party / Trip	\$526
Per Visitor / Trip	\$313

ENTERTAINMENT IN U.S.	
Per Travel Party / Trip	\$263
Per Visitor / Trip	\$156

OTHER SPENDING IN U.S.	
Per Travel Party / Trip	\$112
Per Visitor / Trip	\$66

TRIP EXPENSES PAYMENT METHOD	
Credit Cards	55%
Travelers Checks	7%
Debit Cards	3%
Cash	36%

FACTORS IN AIRLINE CHOICE	
multiple responses - based on top 3 choices in aggregate	
Not Involved in Choice	14%
Involved in Choice	86%
Airfare	14%
Convenient schedule	39%
Employer Policy	4%
In-Flight Svc. Rep.	10%
Loyalty to Carrier	9%
Mlg. Bonus / FF. Program	24%
Non-Stop Flight	24%
On-Time Reputation	6%
Prev. Good Experience	22%
Safety Reputation	16%
Other	8%

MAIN FACTOR IN AIRLINE CHOICE	
Airfare	29%
Convenient schedule	20%
Employer Policy	4%
In-Flight Svc. Rep.	2%
Loyalty to Carrier	2%
Mlg. Bonus / FF. Progra	11%
Non-Stop Flight	11%
On-Time Reputation	0%
Prev. Good Experience	4%
Safety Reputation	8%
Other	8%

TYPE OF AIRLINE TICKET (multiple responses)	
First Class	1%
Executive/Business	11%
Economy / Tourist / Coe	80%
Frequent Flyer Award	4%
Frequent Flyer Upgrade	3%
Discount / Group Fare	4%
Non-Revenue	1%
Don't Know	2%

SEATING AREA	
First Class	2%
Executive / Business	16%
Economy / Tourist / Coe	83%

OCCUPATION	
Clerical / Sales	7%
Craftsman / Factory Wc	3%
Government / Military	4%
Homemaker	3%
Manager / Executive	30%
Professional / Technica	32%
Retired	10%
Student	11%
Other	2%

ANNUAL HOUSEHOLD INCOME	
Under \$20,000	11%
\$20,000 - \$39,000	13%
\$40,000 - \$59,999	19%
\$60,000 - \$79,000	3%
\$80,000 - \$99,999	11%
\$100,000 - \$119,999	9%
\$120,000 - \$139,000	6%
\$160,000 - \$179,000	2%
\$180,000 - \$199,000	2%
\$200,000 and over	7%
Ave. Annual Income	\$82,600
Median Annual Income	\$69,900